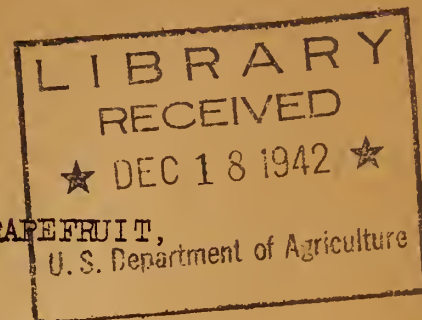


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UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Administration
Washington, D. C.



VICTORY FOOD SPECIAL DESIGNATION--FRESH ORANGES, GRAPEFRUIT,
AND TANGERINES

PERIOD: JANUARY 7 THROUGH JANUARY 16, 1943

AREA: NATIONAL

Fresh oranges, grapefruit, and tangerines are designated as a Victory Food Special for the period January 7 through January 16, 1943. Total production of these citrus fruits is currently estimated to be the largest on record. With the restricted use of tin for canning, consumer markets will this season have to absorb more fresh citrus fruit than ever before despite the quantities of processed grapefruit and oranges required for military and Lend-Lease purposes. Full use by consumers of the heavy supplies of fresh citrus fruits available this season will aid in the conservation of valuable food as well as save tin for canning other foods needed for the war. During the period January 7 through January 16, retailers and other merchants are authorized to feature fresh oranges, grapefruit, and tangerines as a Victory Food Special in advertising and display material for the purpose of focusing consumer attention on the abundance of these fresh citrus fruits available this season.

AGRICULTURAL MARKETING ADMINISTRATION

By: Ray F. Hendrickson
Administrator

Approved: Clayton B. Hill
Assistant SECRETARY OF AGRICULTURE
OF THE UNITED STATES OF AMERICA

DATE: Nov. 3, 1942

